

# PRESS RELEASE

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**PATTAYA**

## Hard Rock Pattaya's Annual Charity Fundraiser 2018



Hard Rock Hotel & Cafe Pattaya puts the fun into fundraising by organizing the 15<sup>th</sup> Hard Rock Pattaya's Annual Charity Fundraiser and hosting a special concert by 'Pause' legendary Thai Pop-Rock band for more than two decades, who will take to the stage on Friday, March 2, 2018 from 7pm at Hall of Fame of Hard Rock Hotel Pattaya in the aid of Hard Rock Philanthropic projects. All proceeds go directly to the Hard Rock Pattaya Philanthropic projects.

This annual charity event includes the grand buffet dinner, raffle, live entertainment and music, charity auction with various gifts and much more. The more, the merrier and more donations raised for a great cause. These funds help provide food and scholarships for underprivileged students and through our Rock the School, Rock the Lunch, and Rock the Farm programs.

Date: Friday, March 2, 2018

Time: 19.00 - 24.00

Venue: Hall of Fame, Hard Rock Hotel Pattaya

Normal Ticket: Bt 3,000

Premium Ticket: Bt 3,500

Tickets can be purchased at hotel lobby or call 038-428755 or send your private message to <https://www.facebook.com/HardRockHotelPattaya> and <https://www.facebook.com/HardRockCafePattaya>

Join us for dinner, drinks and dancing to raise funds for Hard Rock Pattaya Philanthropic projects.

**The proceeds will be donated to Hard Rock Pattaya Philanthropic projects in 2018 as listed below.**

### **H.R.H. PRINCESS MAHA CHAKRI SIRINDHORN CHARITY FUND**

For over twenty years, Her Royal Highness Princess Maha Chakri Sirindhorn's Royal work and duties have been cherished by the Thai people. Throughout this time, Her Royal Highness has inspired all Thai people to follow her lead and donate generously to support numerous Royal projects, these funds have helped people improve

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their living conditions and standard of education, the projects also include programs to assist the Thai youth in remote areas of the country. Other work includes natural disaster relief and development of occupations for the disadvantaged, as well as supporting numerous other charitable projects such as the purchase of medical equipment and machinery for hospitals, with the magnitude and nature of these projects Her Royal Highness has thus initiated the H.R.H. Princess Maha Chakri Sirindhorn Charity Fund, in order to grant donations according to the multiple objectives set forth.

## **ROCK THE SCHOOL**

A program to support school students in Grade 7 through to Grade 12 (Age 13-18) from low income backgrounds by granting funds for their education through a committee formed by the Hotel executives and School officials. The scholarship is designed to help the student and respective families buy uniforms, books, stationery and for the student to participate extra-curricular educational activities. Currently there are 20 students under its care. We are awarded to government school students to study in Grade 7; each student will receive a fund of Bt. 28,000 per year until they graduate at grade 12 and vocational diploma.

## **ROCK THE LUNCH**

Initiated by Hard Rock Pattaya in 2011, Rock the Lunch takes place on a monthly basis, we visit selected schools which have a limited budget for children's meals, prepare and serve them lunch. Our own Rockers put on a show and the children really have fun and leave energized.

## **ROCK THE FARM**

Started in July 2016, our green initiative according to our motto Save the Planet, collaborates with The King's Project of Agricultural Promotion, Demonstration and Training Center at Wat Yarnasangwararam, which will provide the knowledge, education, seeds, sprouts to farm organically. This becomes a learning center for our Hard Rock team that wish to join us in learning about sustainable agriculture. We grow a variety of fruits and vegetables, banana, mango, tomato, cucumber, onion, many variety of lettuces and Thai herbs. Everything that is grown at Rock The Farm is a 100% natural, using natural compost, without any chemicals. The produce grown is an organic and brought back to Rock The Lunch project and some serve in our restaurants.

TAKE TIME TO BE KIND!

## **Hard Rock International**

With venues in 75 countries, including 180 cafes, 24 hotels and 11 casinos, Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's greatest collection of music memorabilia, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Bali, Cancun, Ibiza, Las Vegas, and San Diego. Upcoming new Hard Rock Cafe locations include St. Petersburg, Cairo, Wroclaw and Chengdu. New Hard Rock hotel, casino or hotel-casino projects include Atlanta, Atlantic City, Berlin, Budapest, London, Los Cabos, Maldives, New York City, Ottawa, Dalian and Haikou in China. For more information on Hard Rock International, visit [www.hardrock.com](http://www.hardrock.com).

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